

The Research Topic Generator



Overview

The purpose of the Research Topic Generator Worksheets is to spark ideas for customer research topics that can expand your understanding of your customers and your business.

The worksheets are broken down into 8 key customer/business categories:

- 1 **Customer Experience**
- 2 **Marketing & Advertising**
- 3 **Reputation & Image**
- 4 **Product Feedback**
- 5 **Product Development & Innovation**
- 6 **Consumer Behaviors**
- 7 **Competition**
- 8 **Psychographics**

Tips for Use

- For each of the 8 categories, assign a relative level of priority (High, Medium, or Low) based on your current business needs and challenges.
- Note any problems or objectives regarding each category in the space provided (Areas of Concern).
- Review the sample questions provided and check those that apply to your current objectives.
- Note that the sample questions are just suggestions. Depending on your situation, rewording or additional questions may be required. Make note of these in the provided space.
- Once completed, outline a research plan around the categories you consider High Priority, with corresponding questions that will generate the insights you need to address your current challenges and opportunities.

Research Topic Generator | WORKSHEET 1



Name _____

Date _____



Customer Experience

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- How can we improve your general experience with the company?
- How does past experience influence your decision to purchase from a brand?
- What was disappointing about your last experience with us?
- What was delightful about your last experience with us?
- How would you describe your experience in our store / on our website?
- How would you describe the overall buying experience with us?
- What could we do to make the buying experience easier, quicker, and more enjoyable?
- Describe your typical experience with our customer service team.
- Describe a poor experience you have had with our customer service team.
- Describe a great experience you have had with our customer service team.
- What do you expect from customer service after purchasing a product?
- How do you prefer that a customer service team handles your complaints?
- As a loyal customer, do you feel valued and appreciated? If so, how?



Marketing & Advertising

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- What do you think about our brand's/product's story?
- What originally attracted you to our product?
- What do you like best about the messaging we use to promote our product?
- How would you explain our product to a friend, family member, or colleague?
- Where do you most often see our marketing and advertising messages?
- What communication channels would you prefer we use?
- What supplementary content would help you use our product?
- Where exactly did you first hear about us?
- Do you feel like you're the intended audience for our advertising?
- Describe company advertising you recall seeing over the past 6 months (what when, and where).
- Given all that you know about our company, what do you think our key marketing messages are?
- How do you feel when you see or hear ads that are personalized for you?
- What's the best ad you've seen or heard in the last month? Where did you see it? What impressed you about it?

Research Topic Generator | WORKSHEET 2



Name _____

Date _____



Reputation & Image

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- When you think of our company, what comes to mind first?
- What kind of feelings do you experience when you think of our company?
- Which three words would you use to describe our company?
- Are you proud to be a loyal customer of our company? If so, Why?
- How often do you recommend our company to others?
- How could our brand be more honest and transparent?
- What charity pairs well alongside our product?
- In the past three months, what have you heard about our brand?
- How would you describe your overall opinion of our brand?
- What's the one thing our company should never stop doing?
- What values do you think our company upholds?
- Do you think our company makes a positive impact in the community?

☆☆☆ Product Feedback

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- What is your favorite feature of our product? Why?
- What is working for you about the product? What makes you say that?
- What delights you about using this product?
- What annoys you about this product?
- What problem does our product solve for you?
- How well does our product solve your problem?
- If someone asked you about our product, what would you say to describe it to them?
- Who would you recommend our product to?
- Who do you think uses our product?
- How would you feel if you couldn't use our product?
- What other products have you considered?
- If our product ceased to exist, what would you buy instead?

Research Topic Generator | WORKSHEET 3



Name _____

Date _____



Product Development & Innovation

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- Which product attributes are most important to you?
- What would you improve about the product description?
- Write a one-sentence description of this product.
- How could our product be more tailored to you?
- What does our product design make you feel?
- What does the product design remind you of?
- If you could change one thing about our product, what would you change?
- What other features would you have liked to see on this product?
- Describe how you feel about our product.
- What additional product are you likely to purchase alongside this product?
- Is there another product you wish we offered?
- If you had a magic wand and could have any new feature that you wanted on this product, what would it be?



Consumer Behaviors

Priority Level: High Med. Low

Areas of Concern : _____

Sample Questions

- What products or solutions did you try before using our product?
- When you started using our product, what were your initial thoughts?
- What influences your decision to purchase a new product?
- What do you research about a product before purchasing it?
- Where would you go first to discover products/solutions in our product category?
- What type of product do you research the most before purchase?
- What is the biggest difficulty you face when purchasing this type of product?
- What influences your decision to switch products or brands?
- What influences you to purchase from a store in-person?
- What influences you to purchase a product online?
- What deters you from purchasing a product online?
- What discourages you from purchasing a product in-store?
- How has the pandemic impacted your shopping habits?
- Will you permanently adopt some of these pandemic-required shopping habits? Which ones, and why?

Research Topic Generator | WORKSHEET 4



Name

Date



Competition

Priority

Level: High Med. Low

Areas of

Concern : _____

Sample Questions

- What companies or products do you perceive as our competitors?
- How does our messaging stand out from the competition?
- Which other options did you consider before choosing our product?
- Why did you choose our product rather than a competitor's?
- What product did you use before switching to ours?
- What do we do better than other companies in this field?
- Who should we try and learn from? In which areas?
- What would you use as an alternative if our product was no longer available?
- What are the first three brands in this category that come to your mind?
- In your opinion, what more could we do to stand out from the competition?
- Do you think our company is more of a leader or a follower in our product category?
- What words would you use to describe Competitor A? Competitor B?



Psychographics

Priority

Level: High Med. Low

Areas of

Concern : _____

Sample Questions

- What is your opinion on _____ ?
- What do you think about the current state of _____ ?
- How important is _____ in your life?
- Describe your thoughts on _____ ?
- How does _____ play into decisions you make regarding _____ ?
- If you had an extra hour per day, how would you spend it? What if you had 2 hours?
- How specifically do you learn about news and current events?
- Where do you go for advice on which products to buy?
- Which do you use more; tv, smartphone, or laptop?
- Which do you prefer - quick and convenient or detailed and customized?
- Which do you prefer - tried and true or new and cutting-edge?
- Do you use free trials/coupons/offers?
- What qualities do you think are most important in a friend?
- Are you happy with your current work-life balance?
- Do you spend more money on yourself, or on your family and friends?

